

Another seal of quality for Naturex: 7 ingredients verified by the Non-GMO Project

South Hackensack, March 23rd, 2015 – In order to respond to the growing consumer demand for more transparency regarding GMOs, Naturex is taking a proactive approach with the Non-GMO Project Verified program for products.

US consumers are increasingly seeking non-GMO products. The latest survey from the Natural Marketing Institute reports that 69% of respondents would be less likely to buy a product if it was labeled that it contained GMOs¹. Over the past 6 years, Mintel data shows that the biggest growth in labels is in non-GMO and GMO free claims which have gone from 2.82% in 2012 to 10.17% in 2014². This growing demand has driven Naturex to offer Non-GMO Project Verified ingredients for the dietary supplement market.

A proactive approach rewarded by the Non-GMO Project Verified seal

The non-GMO Project has recently validated seven extracts derived from five botanicals as being compliant with the Non-GMO Project Verified standard. This Non-GMO Project Verified label applies for American ginseng, black cohosh, echinacea pupurea, goldenseal and mulberry extracts. "From carefully selected botanicals to finished extract, we are proud to offer our clients flagship ingredients that answer the growing consumer demand for more transparency and trust. This Non-GMO Project Verified seal is another illustration of our strategy to showcase the traceability and purity of our ingredients," said Timothee Olagne, Business Development Manager.

A new client-driven offer with Non-GMO Project Verified ingredients

Beyond that halo of quality, the Non-GMO Project Verified ingredients have another advantage. By choosing a verified ingredient, Naturex clients can expedite the registration process for their products to gain Non-GMO Project Verified status, and improve their time-to-market strategy. The company is willing to extend its Non-GMO Project Verified offer to specific ingredients that fit the strategy of its customers.

About Naturex:



Naturex is the global leader in specialty plant-based natural ingredients. Through its dedicated business units, the Group addresses the specific needs of 3 strategic markets: Food & Beverage, Nutrition & Health, and Personal Care. The company offers its customers a full array of high quality ingredients, responsibly sourced from nature for food, pharmaceutical, nutraceutical and cosmetic applications.

Naturex's head office is in Avignon, France. The company employs more than 1,600 people and benefits from 8 sourcing offices around the world and high-performance manufacturing operations across 16 sites in Europe, Morocco, the United States, Brazil, Australia, India, and Chile. It also has a global commercial presence through a dedicated network of 25 sales offices.

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¹ Natural Marketing Institute, 2014 GMO Consumer Insight Report

² Mintel, 2014